朝陽科技大學 098學年度第2學期教學大綱
Distribution Industry Management 流通業管理

當期課號	3374	Course Number	3374
授課教師	林有志	Instructor	
中文課名	流通業管理	Course Name	Distribution Industry Management
開課單位	行銷與流通管理系(四進)一B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1. 了解台灣流通業現況 2. 認識流通業的功能與組成 3. 學習流通業相關運籌與管理支援 4. 了解流通業法律與規章 5. 流通業案例剖析	Objectives	1.To realize the status of Taiwan distribution industry 2. To knowledge the basic functions and elements related to logistics and distribution 3.To learn the distribution logistics and management support 4.To realize distribution industry laws and regulations 5. To analysis distribution industry case profiles
教材	於第一節課公佈	Teaching Materials	To Be Announced.
成績評量方式	期中考 30% 期末考 30% 平時考核 40%	Grading	Mid Term Exam 30% Final Term Exam 30% General Evaluation 40%
教師網頁	http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&cid=65&NewsID=11		
教學內容	1.了解台灣流通業現況 2.流通業案例剖析 3.學習流通業相關運籌與管理支援 4.了解流通業法律與規章 5.認識流通業的功能與組成	Syllabus	1.To realize the status of Taiwan distribution industry 2. To analysis distribution industry case profiles 3.To learn the distribution logistics and management support 4.To realize distribution industry laws and regulations 5.To knowledge the basic functions and elements related to logistics and distribution

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